

# INTERNET RATE SHEET

RetirementConnection.com



## Tailored For Your Budget

### WEB AD

- Company name, address, phone, fax, toll-free, email link, website link and 50 word description with preferred placement above the general listings in topic of your choice
- Includes your logo or photo
- Web links added to your general listings in all applicable topics
- Bullet point emphasizing the web ad & listings

### ADD AN ARTICLE TO YOUR WEB AD

- Include an educational article
- Byline with: contact info, email & web links
- Link directly from your web ad to article

### BUSINESS PROFILE

- 1500 words
- up to 5 images
- company logo
- contact information
- email and website links
- The most important element of the profile – Your logo will also be prominently displayed on the right side of key web pages:  
1) Local home page and 2) the secondary Category page. (Category pages include: Housing, Homecare, and Community Resources)

## Internet Rates

	ANNUAL PRICE
<b>WEB AD</b>	<b>\$500</b>
Each additional location or topic	<b>\$50</b>
<b>BUSINESS PROFILE</b>	<b>\$1,500</b>
Print Sponsor discounted rate	<b>\$1,000</b>

- Web sponsors may submit content for inclusion on “News and Events, Articles” pages.
- Logo & content provided by the client.



## Why advertise on the Internet?

### INTERNET USE OF THE 50 + DEMOGRAPHIC:

- Baby boomers make up the Web's largest constituency, accounting for 1/3 of the 195.3 million Web users in the US<sup>1</sup>
- 94 million Americans are online every day<sup>2</sup>
- 63% of Americans online use a search engine<sup>2</sup>
- 74% of Seniors use the Internet to find health information<sup>6</sup>
- 42% of all travel industry purchases happen online<sup>3</sup>
- 92% of seniors shop online & 78% make online purchases<sup>6</sup>

<sup>1</sup>Jupiter Research <sup>2</sup>Pew <sup>3</sup>PhoCusWright <sup>4</sup>U.S. Consumer Expenditure Survey  
<sup>6</sup>Sold On Seniors, Inc

## Contact:

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